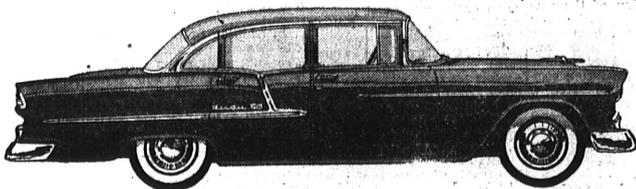


The exciting new idea behind the motoramic Chevrolet



The Bel Air 4-Door Sedan—one of 14 new Fisher Body beauties in three new series

Maybe once in a car-buying lifetime, you come across something that breaks all the old patterns and establishes new ones. This is that kind of car. This is the true story of how Chevrolet and General Motors shaped a new idea in steel.

Like most good ideas, this one is pretty simple. Chevrolet and General Motors set out to build the first low-priced car that would:

- bring you the very freshest and finest styling to be had.
- bring you the most advanced engine design and engineering features.
- bring you the kind of performance and the kind of ride that have never been available before in a low-priced car.
- bring you the highest quality of manufacture and materials.

All this in Chevrolet's price field? That did take some doing! And isn't it logical that only Chevrolet and General Motors have the people, skills, resources and facilities, to carry out this exciting new idea? Here is how this new Chevrolet changes all your ideas about cars!



Real Show-Car Styling!

Your eye tells you the Motoramic Chevrolet is no styling "patch-up" job. A rakish, low profile... soft smoothness from its sleek rear fenders to its wide-eyed Sweep-Sight windshield... a new outlook for motoring. And that outlook doesn't change when you slip inside... exciting fabrics and trim are harmonized with the whole car.



A Sensational Ride!

You live the new idea instantly... you glide... actually glide because spherical joints "roll with the punch" of the road in Chevrolet's new Glide-Ride front suspension. And outrigger rear springs mean new balance in turns... turns made so effortless by new ball-race steering. And when you stop suddenly, new Anti-Dive braking control checks that nosing down in front... you get "heads up" stopping. Tubeless tires mean much greater protection against blowouts. And with new high-level ventilation there's fresher air.

Drive with care... EVERYWHERE! Make December 15 and every day SAFE-DRIVING DAY!

Power Beyond Compare!

You also feel the new idea quickly... quick power like a panther's paw with the new "Turbo-Fire V8" (162 h.p.) and two new "Blue-Flame" 6's. And sparking this performance is a 12-volt electrical system giving you better ignition, faster starting, greater electrical reserve for any of the power assists you might desire. You have a transmission choice of economical Overdrive and improved, automatic Powerglide (optional at extra cost) or standard shift.



8



6

Even Air Conditioning!

And if you desire the convenience of power assists (optional at extra cost)... you'll find new power-steering and improved power brakes on all models. Power-controlled windows and powershift seat are available on the Bel Air and "Two-Ten" models, while air conditioning may be added on V8 models.

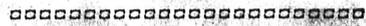
Won't You Try It?

Here, we can only tell you how successfully the Motoramic Chevrolet expresses the new idea behind it. But the car itself can quickly show you. Come in for a demonstration drive, won't you, first chance you get.



MORE THAN A NEW CAR, A NEW CONCEPT OF LOW-COST MOTORING

Everything's new in the motoramic CHEVROLET



(Herald Photo) WAYNE P. UMBLEY... sales manager of Briggs Motors



(Herald Photo) EARL S. STAFFORD... service manager of Briggs Motors



IN NEW OFFICE... Frank L. King, president of California Bank, was elected president of the Los Angeles Clearing House Assn. at its annual meeting earlier this month. King succeeds A. J. Cook, former chairman of the board of Bank of America.

INDUSTRIAL GAINS

California's industrial output is estimated to be three times greater than the products of the soil.

Rise of DeSoto In Auto World Rated Unusual

DeSoto's rise in just a few years to a dominant place among the leading automobile manufacturers is an unusual chapter in the industry's history.

Introduced on Aug. 4, 1928, DeSoto possessed distinctive style and performance characteristics. During the first year of operation, 81,065 DeSoto cars were produced and sold—a record for first year's sales for a new car still unequaled in the industry.

DeSoto's remarkable growth has necessitated construction of added manufacturing facilities until the plant now occupies 83 acres with almost 2,000,000 feet of floor space. The latest addition, the most modern body production in 1950... It occupies 1,100,000 square feet of floor space on 41 acres. A press plant, the first addition to the original facilities, occupies 62,800 square feet.

Was Production
During World War II, the great manufacturing facilities of DeSoto were devoted entirely to war production. Now, with the reconversion task complete, DeSoto's facilities have been materially expanded to attain greater production and efficiency.

A new engineering and inspection laboratory keeps constant check on purchased materials and parts, thus safeguarding the quality of the new DeSoto.

Inside the plant, 14 freight cars can be unloaded at one time. Forty-five minutes after a body leaves storage, it is transformed into a complete car. When the assembly line is operated at full normal production, 80 completely built cars can be driven away every hour—once every 45 seconds!

The DeSoto plant is called a model for production efficiency and for manufacturing excellence.

Lincolns Win Mexican Road Honors Again

For the third consecutive year, Lincoln took top honors in the Mexican Pan-American Road Race Nov. 23 by finishing first and second in the large stock class with over 30 entries representing nearly all standard American production cars.

Ray Crawford of Pasadena, driving a 1954 Lincoln Capri coupe, streaked across the finish line at Juarez near the U.S.-Mexican border at El Paso, Tex., to complete the five-day, 1,912-mile course in 20 hours, 40 minutes and 19 seconds. His co-pilot in the race was Enrique Iglesias.

Walt Faulkner, of Long Beach, California, also driving a Lincoln, was second with an elapsed time of 20 hours, 42 minutes and 7 seconds.

Crawford was the leader all the way, finishing the first day with a one-minute edge, building it up to six minutes the second day. Faulkner, who was second and third respectively, the previous two years when Lincoln also captured the Pan-American Race, got within three minutes of Crawford in the last two days but couldn't catch him. Faulkner's co-pilot was John Holman.

This year's race, the fifth of its kind over the tortuous Mexican highway from Tuxtla near the Guatemalan border in the extreme south, was even more difficult than the previous runs because of a general tightening of rules. Repair work on the cars at the end of each day's leg at Oaxaco, Durango, and Chihuahua was restricted to one hour, a contrast to three hours in last year's race. At Mexico City, racing crews were given one and a half hours to ready their cars for the next day's run.

The winning Lincolns were strictly stock in every detail with the exception of safety modifications as permitted by the rules of the race. All entries in the large stock class were restricted to 1951 to 1954 models.

SPECTACLE WEARERS
Of American adults who wear eyeglasses, 56.4 per cent are women, 43.6 per cent men.

SEE AND BE SEEN

WEAR BRIGHT CLOTHING

KEEP HUNTING A SAFE SPORT

PORTLAND OIL!

HIRAM B. EVEREST
ROCHESTER, NEW YORK
GROVE STREET, NEW YORK
WAS THE FATHER AND
BORN IN 1857
DIED IN 1917

IN 1866
EVEREST
DISCOVERED THAT
AFTER REFINING HAD
BEEN REMOVED FROM
PETROLEUM BY DISTILLATION
UNDER THE RESIDUE WAS UNSCORCHED. HE DECIDED TO SELL
THIS RESIDUE AS A LUBRICANT IN PLACE OF THE ANIMAL AND VEGETABLE
OILS THEN USED. HE INVESTED ALL HIS MONEY IN A CHEMICAL OIL PLANT
ONLY TO BE MET WITH SCORN BY INVESTORS
AND USERS OF LUBRICANTS ALIKE

DOWN TO HIS LAST DOLLAR,
HE ENGAGED HIS BOSS
IN SALVAGED OYSTER CANS,
AND SECURED HIS BOSS
TO SHOP IN A HAND CART
OVER THE MOUNTAIN MOUNTAINS
AND HARRASS MERCHANTS
EVEREST'S FOLLY
ONE BY ONE THE OYSTER
WAS CONVERTED

PETROLEUM IS THE BASIS
OF ALL MODERN CIVILIZATION
ONE OF THE MAJOR INCIDENTS IN
THE ADVANCEMENT OF AMERICA'S INDUSTRIES

SACRAMENTO REPORT

Assemblyman Asks for Guidance Regarding Tideland Oil Money

By CHARLES EDWARD CHAPPEL
Member of the Assembly

You may remember that in a recent issue of this weekly column, I asked you to write to me about how the State of California should spend the royalties it is receiving from tideland oil. You no doubt remember that I said that there is about \$65,000,000 already available and more coming in each year. Under the present law, a large percentage is earmarked for beaches and parks. This is a worthy objective and will benefit the coastal cities of Playa del Rey, El Segundo, Manhattan Beach, Hermosa Beach and Redondo Beach, but most of the park money is spent in the mountainous and bigwoods counties of the northern half of the state.

Many of you readers of this family journal wrote to me that you believe that at least a portion of this should be used for school purposes to relieve the burden he is now under, especially in cities like Manhattan Beach, where a high percentage of the residents are young widows who are entitled to a small tax exemption on real property. As I have explained many times in this column, the present law regarding the distribution of tideland oil money can be repealed or amended when the California State Legislature reconvenes in January, 1955. Parks and beaches are important, but if the majority of the people of the 46th Assembly District want the money used for schools, as a tax relief measure, I am more than glad to vote according to your wishes. However, I do ask you to sit down right now, before you forget about it, and write me a letter, telling in your own words what you want done with the tideland oil royalty money.

Vote for the Man
Adlai Stevenson says:
"If the voters of this nation ever stop looking at the record and the character of the candidates and look only at their party label, it will be a sorry day for democracy."
This quotation from a leader of the Democratic Party applies to members of both political parties. If you do not take the trouble to examine the voting record and accomplishments of a candidate for election or reelection, you are actually depriving yourself of your American right to vote for the person of your choice. Anyone can make promises. The acid test of a person is what he does after he has been elected to office. I am glad to remind you that I have carried out all of my own promises. Above all, go to the polls on Nov. 2 and vote. Your vote is important!

Benefits for Veterans
California's program for veterans is the finest provided by any state in the United States. Everything humanly possible has been done to help veterans, their dependents and their survivors, but we are still working on new laws which will clarify the existing rights of veterans.

Existing benefits include farm and home financing, educational assistance, hospital and domiciliary care, Civil Service job preference, employment assistance, property tax exemptions, counseling and representation.

Rubbish Collection

It has been estimated that it would cost at least \$5,500,000 to set up a rubbish collection system in the City of Los Angeles, assuming that the trash was collected by city employees using city equipment. Also, it has been estimated that private operators, operating under contract with the City of Los Angeles, would finance their own initial organization and pick up the trash for much less money than the city can do. This is an example of the fact that private enterprise can do a better job for less money. Whenever any branch of the government undertakes to get into business, the costs climb and so do the taxes.

Spent Locally

More than one-half of all the money raised by the State of California is spent through local government agencies, including districts, cities and counties. The state will spend nearly one billion dollars (\$787,000,000) to be exact, during the current fiscal year for local aid, with schools and aid to the aged, blind and needy children at the head of the list. Other local activities supported by the state include health, public works and roads. More than one-half of the \$214,000,000 budgeted for state highway construction will be spent within the boundaries of cities.

This situation raises a serious question. It is better for the state to collect this money or is it better for the counties, cities and various districts (including school and water districts) to collect the money directly? Apparently the people of California prefer to have the state collect taxes and distribute the money locally, but I am always glad to receive letters from you telling me what you want.

NEW VOTERS

More than 40 million young Americans have come of age in the past 18 years. The census bureau estimates the U.S. population may reach 500 million by the turn of the century.

KEEP OUT

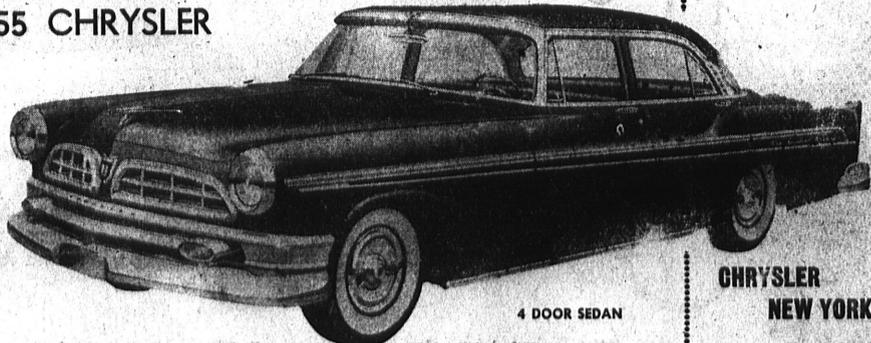
THE PUBLIC DOES NOT HAVE ACCESS TO 75% OF CALIFORNIA'S 1,130 MILES OF SHORELINE- GREATER ACCESSIBILITY IS A GOAL OF THE CALIFORNIA DEPARTMENT OF FISH AND GAME

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